

ORDER



Orders
Order / Rev: 701845 - 3
Alt Order #: 06250958
Product Desc: DSCC IE
Estimate: 1505
Flight Dates: 10/09/12 - 11/05/12
Original Date / Rev: 07/24/12 / 09/21/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Great American Media/ POL
Buying Contact: Linda Bassett
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: DSCC
Demographic: A35+
Product Codes: IS-Candidate/US Senate
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	51	\$166,600.00	\$141,610.00
10/29/12	11/05/12	22	\$53,600.00	\$45,560.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	51	\$166,600.00	\$141,610.00	0.00
November 2012	22	\$53,600.00	\$45,560.00	0.00
Totals	73	\$220,200.00	\$187,170.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTSP-TV	25%	\$220,200.00
Market	100%	\$880,800.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	27%	\$237,816.00
WFTS	16%	\$140,928.00
WMOR	1%	\$8,808.00
WTOG	3%	\$26,424.00
WTTA	1%	\$8,808.00
WTVT	18%	\$158,544.00
WVEA	0%	\$0.00
WWSB	9%	\$79,272.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTSP	10/23/12	10/29/12	Price Is Right Price Is Right	CM	11a-12p	MTWTF--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
THE PRICE IS RIGHT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/23/12 10/29/12 MTWTF-- 1 \$1,800.00 0.00															
2	WTSP	10/09/12	11/05/12		CM	12-1230p	MTWTF--	:30	1	\$1,800.00	P-2	0.00	NM	6	\$10,800.00

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Alt Order #: 06250958
Flight Dates: 10/09/12 - 11/05/12

Advertiser: DSCC
Product Desc: DSCC IE
Estimate: 1505

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 12-1230p 10 News @ Noon COMMENTS APPLY TO SUB LINES A THRU D 10 NEWS-NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					1	\$1,800.00		0.00			
Week:		10/16/12	10/22/12	MTWTF--					2	\$1,800.00		0.00			
Week:		10/23/12	10/29/12	MTWTF--					1	\$1,800.00		0.00			
Week:		10/30/12	11/05/12	MTWTF--					2	\$1,800.00		0.00			
3	WTSP	10/09/12	11/05/12	M-F 5-530p 5-530p 10 News COMMENTS APPLY TO SUB LINES A THRU D 10 NEWS-5PM NEWS	CM	5-530p	MTWTF--	:30	1	\$1,100.00	P-2	0.00	NM	6	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					1	\$1,100.00		0.00			
Week:		10/16/12	10/22/12	MTWTF--					2	\$1,100.00		0.00			
Week:		10/23/12	10/29/12	MTWTF--					1	\$1,100.00		0.00			
Week:		10/30/12	11/05/12	MTWTF--					2	\$1,100.00		0.00			
4	WTSP	10/09/12	11/05/12	M-F 530-6p 10 News at 530p 10 NEWS-530P	CM	530-6p	MTWTF--	:30	2	\$1,100.00	P-2	0.00	NM	8	\$8,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					2	\$1,100.00		0.00			
Week:		10/16/12	10/22/12	MTWTF--					2	\$1,100.00		0.00			
Week:		10/23/12	10/29/12	MTWTF--					2	\$1,100.00		0.00			
Week:		10/30/12	11/05/12	MTWTF--					2	\$1,100.00		0.00			
5	WTSP	10/09/12	11/05/12	M-F 6-630p 6-630p 10 News COMMENTS APPLY TO SUB LINES A THRU D 10 NEWS-NEWS AT 6P	CM	6-630p	MTWTF--	:30	2	\$2,000.00	P-2	0.00	NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					2	\$2,000.00		0.00			
Week:		10/16/12	10/22/12	MTWTF--					1	\$2,000.00		0.00			
Week:		10/23/12	10/29/12	MTWTF--					2	\$2,000.00		0.00			
Week:		10/30/12	11/05/12	MTWTF--					1	\$2,000.00		0.00			
6	WTSP	10/09/12	11/05/12	7-730p Wheel of Fortune WHEEL OF FORTUNE	CM	7-730p	MTWTF--	:30	4	\$3,900.00	P-3	0.00	NM	16	\$62,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					4	\$3,900.00		0.00			
Week:		10/16/12	10/22/12	MTWTF--					4	\$3,900.00		0.00			
Week:		10/23/12	10/29/12	MTWTF--					4	\$3,900.00		0.00			
Week:		10/30/12	11/05/12	MTWTF--					4	\$3,900.00		0.00			
7	WTSP	10/09/12	11/05/12	730-8p Jeopardy JEOPARDY	CM	730-8p	MTWTF--	:30	4	\$4,500.00	P-3	0.00	NM	16	\$72,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					4	\$4,500.00		0.00			
Week:		10/16/12	10/22/12	MTWTF--					4	\$4,500.00		0.00			
Week:		10/23/12	10/29/12	MTWTF--					4	\$4,500.00		0.00			
Week:		10/30/12	11/05/12	MTWTF--					4	\$4,500.00		0.00			
8	WTSP	10/09/12	11/05/12	M-F 930-10a Inside Edition COMMENTS APPLY TO SUB LINES A THRU C MILLIONAIRE	CM	930-10a	MTWTF--	:30	2	\$400.00	P-2	0.00	NM	6	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/09/12	10/15/12	MTWTF--					2	\$400.00		0.00			
Week:		10/16/12	10/22/12	MTWTF--					1	\$400.00		0.00			
Week:		10/23/12	10/29/12	MTWTF--					1	\$400.00		0.00			
Week:		10/30/12	11/05/12	MTWTF--					2	\$400.00		0.00			
9	WTSP	10/20/12	11/03/12	Sat Prime C Sat Prime C COMMENTS APPLY TO SUB LINES A THRU B 48 HOURS MYSTERY	CM	Sat 10-11p	-----S-	:30	1	\$4,500.00	P-3	0.00	NM	2	\$9,000.00

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
9	WTSP	10/20/12	11/03/12	Sat Prime C	CM	Sat 10-11p	-----S-	:30	1	\$4,500.00	P-3	0.00	NM	2	\$9,000.00
Sat Prime C															
COMMENTS APPLY TO SUB LINES A THRU B															
48 HOURS MYSTERY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-		1		\$4,500.00	0.00						
Week:		10/22/12	10/28/12	-----S-		1		\$4,500.00	0.00						
Week:		10/29/12	11/04/12	-----S-		1		\$4,500.00	0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WTSP	10/29/12-11/04/12	Sat Prime C			Sat 10-11p	-----Sa--	:30		(\$4,500.00)		0.00	NM		
Credited															
[stp 10/27]															
12	WTSP	10/09/12	10/23/12	Tue Prime A	CM	Tue 8-9p	-T-----	:30	1	\$15,000.00	P-3	0.00	NM	2	\$30,000.00
NCIS															
COMMENTS APPLY TO SUB LINES A THRU B															
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/08/12	10/14/12	-T-----		1		\$15,000.00	0.00						
Week:		10/15/12	10/21/12	-----		0		\$0.00	0.00						
Week:		10/22/12	10/28/12	-T-----		1		\$15,000.00	0.00						
E 13	WTSP	10/27/12	11/03/12	Gators Special	CM	Gators Special	-----S-	:30	2	\$1,100.00	P-3	0.00	NM	4	\$4,400.00
Gators Special															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-		2		\$1,100.00	0.00						
Week:		10/29/12	11/04/12	-----S-		2		\$1,100.00	0.00						
Totals														73	\$220,200.00